

Appl. No. 09/420.002
Amdt. dated Jun 30, 2003
Reply to Office action of Jan 30, 2003

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-12 (canceled)

Claim 13 (currently amended):

A method of directed advertising over the-internet Internet, comprising:
applying a first database of information at a web site,
applying a second database having a multiplicity of attributes which are unique to a given individual, applying a third database of a plurality of advertising messages that are transmittable over the-internet Internet, linking the first, second and third databases to the web site, receiving a visit to the web site over the-internet Internet from an individual,
determining the identity of the individual in the second database, culling attributes for the individual from the second database based on their identity, selecting a message based on the culled attributes, transmitting the selected message to the consumer over the-internet Internet, and transferring the information to the consumer over the-internet Internet.

Claim 14 (currently amended):

A method of directed advertising over the Internet-internet as claimed in

claim 13 further comprising:

- (i) selecting an additional advertising message based on the culled attributes,
- (ii) transmitting the additional advertising message to the consumer over the internet Internet,
- (iii) transferring additional information to the consumer over the internet Internet, and
- (iv) repeating steps (i)-(iii).

Claim 15 (currently amended):

A method of directed advertising over the Internet internet as claimed in claim 14, wherein each additional advertising message differs from advertising message previously transmitted.

Claim 16 (currently amendment):

A method of making offers over the Internet internet, comprising:
creating a first database of information at a web site,
creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individually having an identity,
creating a third database of a plurality of advertising messages that are transmittable over the internet Internet,
the third database further including a vendor link for contacting over the internet a vendor sponsoring the advertising message,
linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet internet from an individual,

determining the identity of the individual in the second database, culling attributes for the individual from the second database based on their identity,

selecting an advertising message based on the culled attributes, transmitting the selected message to the consumer over the internet Internet,

transferring the information to the consumer over the internet Internet,

transmitting the vendor link over the internet Internet, and

connecting the consumer to the vendor when the consumer activates the vendor link.

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Claim 17 (currently amendment):

A apparatus for directed advertising over the internet Internet, comprising:

means for applying a first database of information at a web site,

means for applying a second database having a multiplicity of attributes which are unique to a given individual,

means for applying a third database of a plurality of advertising messages that are transmittable over the internet Internet,

means for linking the first, second and third databases to the web site,

means for receiving a visit to the web site over the internet Internet from an individual,

means for determining the identity of the individual in the second

database,

means for culling attributes for the individual from the second database

based on their identity,

means for selecting a message based on the culled attributes,

means for transmitting the selected message to the consumer over the

internet Internet, and

means for transferring the information to the consumer over the internet

Internet.

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cont Claim 18 (currently amendment):

An apparatus for directed advertising over the internet Internet as claimed
in claim 17,

further comprising:

- (i) means for selecting an additional advertising message based on
the culled attributes,
- (ii) means for transmitting the additional advertising message to the
consumer over the internet Internet,
- (iii) means for transferring additional information to the consumer over
the internet Internet, and
- (iv) means for repeating steps (i)-(iii).

Claim 19 (currently amendment):

An apparatus for directed advertising over the internet Internet as claimed
in claim 18, wherein each additional advertising message differs from
advertising message previously transmitted.

Claim 20 (currently amendment):

An apparatus for making offers over the ~~internet~~ Internet, comprising:

means for creating a first database of information at a web site,

means for creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individually having an identity,

means for creating a third database of a plurality of advertising messages that are transmittable over the ~~internet~~ Internet,

means for including in the third database a vendor link for contacting over the ~~internet~~ Internet a vendor sponsoring the advertising message,

means for linking the first, second and third databases to the web site,

receiving a visit to the web site over the ~~internet~~ Internet from an individual,

means for determining the identity of the individual in the second database,

means for culling attributes for the individual from the second database based on their identity,

means for selecting an advertising message based on the culled attributes,

means for transmitting the selected message to the consumer over the ~~internet~~ Internet,

means for transferring the information to the consumer over the ~~internet~~ Internet,

means for transmitting the vendor link over the ~~internet~~ Internet, and

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means for connecting the consumer to the vendor when the consumer activates the vendor link.

Claim 21 (currently amendment):

An apparatus for making offers over the ~~internet~~ Internet as claimed in claim 20, further comprising:

- (i) means for selecting an additional advertising message based on the culled attributes,
- (ii) means for transmitting the additional advertising messages to the consumer over the ~~internet~~ Internet,
- (iii) means for transferring additional information to the consumer over the ~~internet~~ Internet, and
- (iv) means for repeating steps (i)-(iii).

Claim 22 (currently amendment):

An apparatus for making offers over the ~~internet~~ Internet as claimed in claim 21, wherein each additional advertising message differs from advertising message previously transmitted.

Claim 23 (new):

A method of directed advertising over the Internet, comprising:
applying a first database of limited access information at a web site,
applying a second database having a multiplicity of attributes which are unique to a given individual, applying a third database of a plurality of advertising messages that are transmittable over the Internet,

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linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on
their identity,
selecting a message based on the culled attributes,
transmitting the selected message to the consumer over the Internet, and
transferring the limited access information to the consumer over the
Internet.

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Claim 24 (new):

A method of directed advertising over the Internet as claimed in claim 23
wherein the limited access information comprises student grades.

Claim 25 (new):

A method of directed advertising over the Internet as claimed in claim 23
further comprising:

- (i) selecting an additional advertising message based on the culled attributes,
- (ii) transmitting the additional advertising message to the consumer over the Internet,
- (iii) transferring additional information to the consumer over the Internet,
and
- (iv) repeating steps (i)-(iii).

Claim 26 (new):

An apparatus for making offers over the Internet, comprising:

means for creating a first database of limited access information at a web site,

means for creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individually having an identity,

means for creating a third database of a plurality of advertising messages that are transmittable over the Internet,

means for including in the third database a vendor link for contacting over the Internet a vendor sponsoring the advertising message,

means for linking the first, second and third databases to the web site, receiving a visit to the web site over the Internet from an individual,

means for determining the identity of the individual in the second database,

means for culling attributes for the individual from the second database based on their identity,

means for selecting an advertising message based on the culled attributes,

means for transmitting the selected message to the consumer over the Internet,

means for transferring the limited access information to the consumer over the Internet,

means for transmitting the vendor link over the Internet, and

means for connecting the consumer to the vendor when the consumer

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activates the vendor link.

Claim 27 (new):

An apparatus for making offers over the Internet as claimed in claim 26,
wherein the limited access information comprises student grades.

Claim 28 (new):

An apparatus for making offers over the Internet as claimed in claim 26,
further comprising:

(i) means for selecting an additional advertising message based on the
culled attributes,

(ii) means for transmitting the additional advertising messages to the
consumer over the Internet,

(iii) means for transferring additional information to the consumer over
the Internet, and

(iv) means for repeating steps (i)-(iii).

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